

CONTACTS/CHRISTMAS 1968

**Christmas Greetings From Our President
And Group Vice-President Western Operations**



Every year the sparkle of Christmas touches our hearts with its renewed hope of peace and goodwill. It's a time when even grown-ups feel a sense of contentment and tranquility. It's a time for greeting friends, a time to say "thank you" to all the associates with whom we have shared such cordial relationships throughout the year. And since the busy weeks that lead up to Christmas are exacting ones for those who work at Eaton's, I would like particularly to express a personal word of appreciation for your patience and support during this demanding season. The directors join me in wishing you and yours a very happy holiday. Merry Christmas and all the best for 1969!

In the midst of the hustle and bustle of our industry's busiest season it's appropriate to pause and remember that although the world has changed in many ways since the first Christmas, the spirit of this holiday season continues as warmly and brightly as ever. I extend sincere wishes to each one of you, and your families, for a happy festive season and a New Year filled with good health and much happiness.

John D. Eaton

J. McFadden

CONTACTS / CHRISTMAS

1968

Volume 4, Number 9

Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our Company and the retail industry.

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Ruby Fraser Winnipeg Service
Building
Lillian Galvin Regina
Arnett Laughlin Moose Jaw
Ian Ross Winnipeg Catalogue
Eve Wood Polo Park

COVER STORY:

The Stars with deep amaze
Stand fixt in stedfast gaze,
Bending one way their pretious influence.
And will not take their flight,
For all the morning light.

On the Morning of Christ's Nativity
by John Milton

Cover by David Kossek, Divisional Advertising.

Another Big Season Coming Up

'Twas weeks before
Christmas and all
through the Catalogue.

Santa Claus, it is reported, spends the best part of the year preparing for the big night. For Eaton Catalogue staff, however, the planning for Christmas starts much earlier, often 15 months in advance.

By the time this month ends hundreds of thousands of toys will have moved out of the Winnipeg Catalogue and Service Buildings to homes in cities and farms from the Lakehead to the Pacific. The pace quickens from the beginning of December until the Christmas season goes into its last hectic weeks. During peak periods, toys are

mailed out at the rate of almost 20,000 separate items a day.

One of the busiest Eatonians involved in the toy operation is Hugh Wilson, Catalogue Merchandise Control Group Supervisor, who has been 21 years in the business. "It's a highly competitive, exciting, and challenging business," said Mr. Wilson. Fortunately, we're backed up by a first rate team of advertising people, merchandisers and buyers, he said.

What have been the biggest changes during the last two decades? "Toys have become more re-



Head of the toy storage and packing operation on the Catalogue Building's fifth floor is Order Filling Group Supervisor Jack Hunter.



Floor Supervisor Bob Harvey, left, and Receiver Bert Hawthorne make arrangements for the storing of incoming cartons of toys.



Directing the shipping operation in the Catalogue Building is Shipping Manager Wally Reid.

alistic," said Mr. Wilson, "they look like miniature replicas of the real thing." This trend has caused a switch from plastic to metal-made toys which are usually better and more exciting than they used to be."

The introduction of the international space program coupled with the sophisticated science gadgetry have opened up a host of fields for manufacturers.

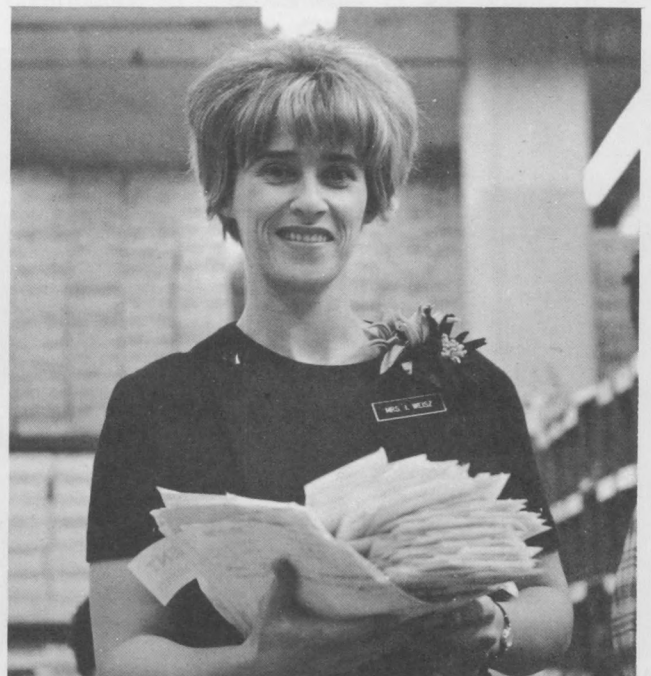
One of the most popular items is Billy Blastoff, an astronaut doll which comes complete with a lunar



Hugh Wilson, Catalogue Merchandise Control Group Supervisor, right, and Bill Robertson, Merchandise Control Buyer, display a prize catalogue item — the purse full of treasures.



In the Catalogue Building large toys are stored and packed by staff on the Mezzanine Floor. Heading the operation is Order Filling Group Supervisor Dave McFetridge, right. At left is Walter Wright, Floor Supervisor.



Irene Weisz, Floor Supervisor, has a stack of new toy orders for her staff to fill.

Another Big Season Coming Up

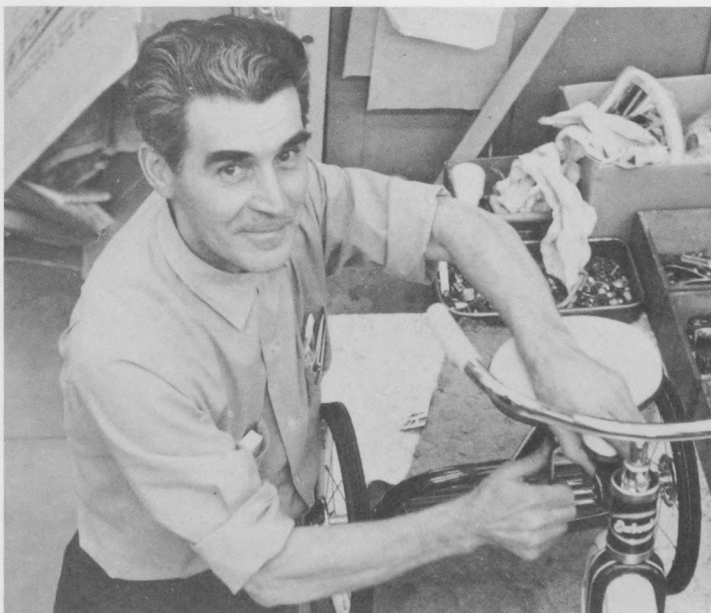
crawler, a space gun, tractor and carrier sled.

Most of the toys are stored and packed on the Catalogue Building's fifth floor, where they are dispatched by a conveyor belt to the main floor shipping area. Over 50 bays, 20 square feet in size, are filled with boxes towering up to the 30 inch safety level below the ceiling. By the end of the month, the area's cleared to make room for other merchandise.

How do you determine what new toys will sell? "Many of the toys on the Canadian market have been introduced elsewhere, and what sells well in the United States, for example, is often popular here," said Mr. Wilson. It also takes an extensive knowledge of the market, a study of trends, and a kind of sixth sense about the preferences of children. Mr. Wilson's tested many new toys on his five children, to get their reactions. "That's been one of my most effective yardsticks," he said.



Fork Lift Operator Bill Wozny eases a billiard table onto the shipping dock in the Service Building, where large and awkwardly shaped toys are wrapped and stored.



Mike Mundrick assembles a toy tricycle before it's shipped out of the Service Building.



Ann Rigley, left, and Lil Dowbenko pack bulky Catalogue toys in the Service Building.



"Acceptable suggestions are recognized as an important staff contribution to the Company."



"We have found that this program produces many practical, money-saving ideas."



"This plan involves staff in the Company's future and makes them feel more directly concerned with the operation of the business."

it pays to be CREATIVE

MAN HAS MANY IDEAS worth remembering. Big ones. Little ones. Good ones. But all valuable in our search for a better life. If only we could get at them. Many of the best ideas for improving a business are born in the mind of the man or woman doing a job in that business.

A leading authority on creativity, Professor J. Paul Guilford, who directs the Aptitudes Research Project at the University of California, contends that everyone has the potential to make an effective and perhaps unique contribution to society.

Eaton's gives staff the opportunity to profit from their ideas through the Company's Suggestion Plan. Each acceptable suggestion is awarded a cash prize. For suggestions that produce outstanding improvements the amount is increased considerably.

"This plan involves staff in the Company's future and makes them feel more directly concerned with the operation of the business," said Roy Robinson, Merchandise and Order Processing Manager, head of Eaton's Suggestion Committee.

Suggestion pouches are conveniently located and easy to find. Each one is filled with forms on which staff can present the details of their suggestion. After completion, the form may be mailed to the Staff

Relations Office, Winnipeg Downtown Store.

What's a suggestion? It's a written proposal submitted with an attached sketch or design, if appropriate, explaining a practical means of improving some operation or phase of the business.

"A statement indicating merely the need for improvement without suggesting the means for accomplishment is not eligible for awards," said Mr. Robinson.

Suggestions should concern improvements in the quality of service, methods, design of tools, or equipment and the maintenance of records. Elimination of hazards through safety precautions and cutting the need for records and materials are other examples. "We have found that this program produces many practical, money-saving ideas," said Mr. Robinson.

All suggestions are reviewed and evaluated by the appropriate department. When the investigation is complete, it's re-examined by the Suggestion Committee who meet at regular intervals. They review the department's decision and approve awards.

Naturally all suggestions aren't adopted. "A staff member who makes a suggestion that's not accepted will receive thanks for his effort and be encouraged to submit other ideas," said Mr. Robinson. He's always told why his idea isn't acceptable.

"Acceptable suggestions are recognized as an important staff contribution to the Company," said Mr. Robinson. ■

HOW MANY FACES HAS CHRISTMAS?

HOW many faces has Christmas? It has a personal face . . . of family and candlelight . . . shiny decorations and carols . . . holiday baking and full stockings.

Christmas has a universal face . . . friends down the street and friends across the world. There's also a thoughtful face . . . an awareness . . . thinking of others.

In a Company made up of so many individuals, all the faces are clearly visible. People, their activities, projects and plans, fill the month with happy and hurried confusion.

The business end of Christmas is another face. This is the Company's busiest season. The tempo increases in almost every department as the great day approaches: Filling out orders . . . answering telephones . . . preparing advertising pages . . . serving roast turkey . . . trimming a display Christmas tree . . . unwrapping cartons of toys . . . delivering gifts . . . finding presents for children . . . helping others.

So how many faces does Christmas have? As many faces as people want to give.



1



2



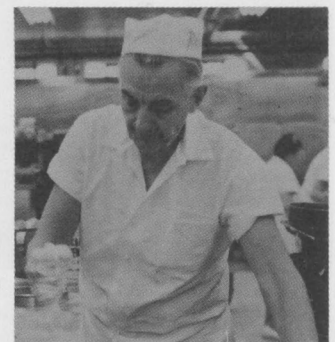
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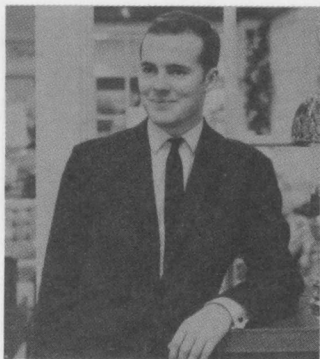
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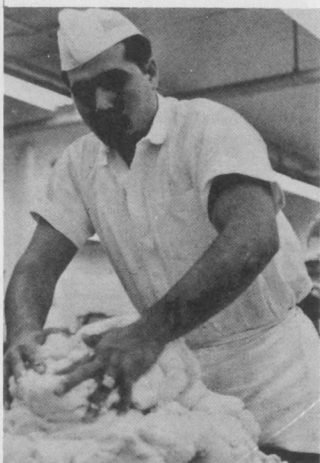
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12



13

1. Eileen McIntyre, Wise Men's Shop, Polo Park.
2. Tony Zienkiewicz, Grill Room Kitchen, Winnipeg Downtown Store.
3. Denise Aquin, Sporting Goods, Downtown Store.
4. Joyce Pearson, Red Basket Shop, Polo Park.
5. Terry Haecus, Toy Town, Downtown Store.
6. John Haak, Bakeshop, Catalogue Building.
7. Roger Brown, Home & Hearth Shop, Polo Park.
8. Florence Woolley, Gift Shop, Downtown Store.
9. Verian Lawson, Mom & Pop Shop, Polo Park.
10. Fredel Albani, Trim a Home Shop, Polo Park.
11. Carol Makar, Discovery 4, Downtown Store.
12. Henry Gilbert, Sporting Goods, Polo Park.
13. Aldo Cesario, Bakeshop, Catalogue Building.

THE DOERS: They add the magic to Christmas



Barbara Mills, Place-on-2, back row, has helped Eaton's 65 Junior Councillors and Executives to collect well over 1,000 used toys for repair by the Fire Department. These toys go into Christmas Cheer Board of Greater Winnipeg hampers for needy families. In the photograph with Miss Mills are Junior Councillors, from left to right, Cindy Girling, Barb Shields, Connie Backhouse, and Linda Smillie.



Herbie Brown, Brandon Maintenance Department, who retired on November 30, has received gold, silver, and bronze pins from the Red Cross for his many blood donations. Mr. Brown is noted for his kindness to those in need at Christmastime.



Don Gray, Regina General Office, takes time off from a busy schedule to play the piano at a children's party.



Ollie Smith, Polo Park Ladies' Shoes, leads a group of "Sweet Adelines" in singing carols at the Lion's Manor, a senior citizens' home.

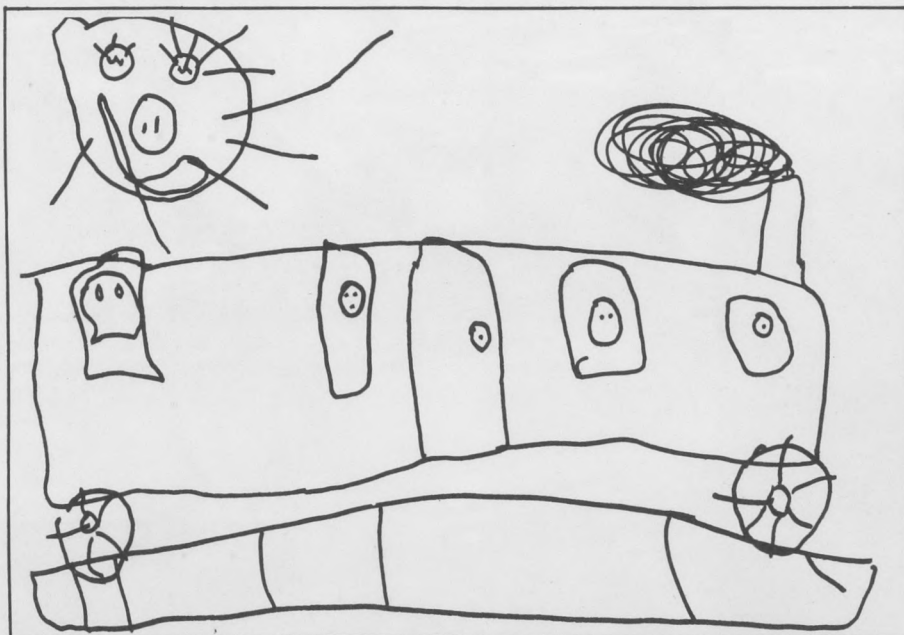


Pauline Glasser, Regina Toiletries, a member of the choral group, "Sweet Adelines," is kept busy during the Holiday Season singing in hospitals.

ROVING REPORTER



TELEPHONE TRIO: Winnipeg Communications Supervisor Harry McIntyre, Chief Operator Isabel Wilton, right, and Assistant Chief Operator Eileen Resheka are some of the key people in the Company's plans to introduce the new telephone system, CENTREX, in February '69. The material in front of them is Centrex assignment sheets, listing the total number of required phones, the extension numbers, and the wiring details.



TRAIN TRIP: "I loved my trip to Santatown so much I did not want to get off the train," wrote five-year-old Gaye Louise Sauter of Winnipeg. The 2½-hour trip to Santatown (Grosse Isle) for children and their parents was sponsored by Eaton's. On the back of the letter was Gaye's drawing of the train, above.

CHRISTMAS 1968



SASKATOON SUGGESTERS: Nap Ruzesky, Personnel Manager, hands out cash awards for suggestions to Miss E. Armstrong, left, and Mrs. D. McGowan.



ON THE BALL: Joe Madarash, Saskatoon Drugs, holds the coveted pumpkin trophy which his department won for having the highest sales in Saskatoon's November Sale.



CUSTOMER'S PRAISE: Vicki Chabun, Regina Household Linens, tries out a pen she received as an award for outstanding customer service.

PAGE ELEVEN

COMMENT

The Spirit of Christmas

One of the great proponents for the Christmas Spirit was Charles Dickens. To him this holiday season was not only dedicated to a deep and abiding love of humanity but he rejoiced in all the physical characteristics of the day itself. When he wrote "A Christmas Carol," the words so to speak, were trimmed with holly. The very pages seem spiced with aroma of hot buttered rum and the tantalizing scent of a Christmas goose roasting on the spit. As one reads, the air becomes fragrant

with the smell of cooking. Not only that, but one can almost hear the sound of church bells ringing through the clear, cold air and the happy laughter of people as they pass by outside the snowy street.

Dickens greeted the season with all the joyous, wide-eyed excitement of a child and surely his approach was the right one. Christmas is the children's season and we share all their uncritical happiness. We can say truly in words of Tiny Tim "God bless us everyone!"

Leisure Days Ahead

Best wishes to the following Eatonians on their retirement:

WINNIPEG

Miss Edna Mae Smith, Customers' Accounts, 44 years of service.

Miss Florence Edwards, Catalogue Distribution, 35 years of service.

Mr. Clifford Irvine, Stock Clerk, 28 years of service.

Mr. Stanley Prosolowski, Shoe Repair, 24 years of service.

Mrs. Mary Burban, Caretaking, 15 years of service.

BRANDON

Mr. Herbert Brown, Maintenance Department, 27 years of service.

SASKATOON

Miss Edith Cooke, Post Office, 16 years of service.



NEW STORE SITE: Construction crews began working last month on the new Eaton store in Saskatoon, which will form an integral part of the city's new Midtown Plaza complex. This aerial view of the new development shows the site of the Eaton store, see arrow. On the left of Eaton's is the Centennial Auditorium, opened earlier this year.

Newly-Formed Club To Develop Top-Notch Selling Force

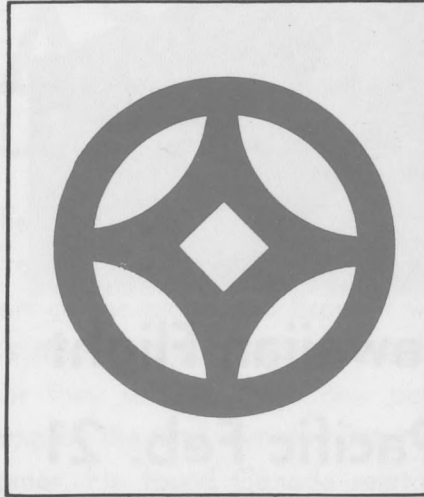
A Master Salesman Club, aimed at establishing an elite selling force, will be launched in the Winnipeg downtown store at the beginning of the Eaton Centennial Year.

The newly-formed organization is designed to give recognition to the store's leading full-time and occasional sales staff.

How will the Master Salesman Club operate? The entrance requirements are stringent and all members will be reviewed annually. To qualify staff must have outstanding leadership and salesmanship qualities.

If club members meet the required standard after five years, they're entitled to permanent membership. A Master Salesman will be recognized by a gold lapel pin or brooch, a gold name tag with black letter, and a specially designed calling card. Membership in the club will be recorded on the salesperson's staff record.

"We want to make membership in this club the goal of every salesperson in the store," said J. Evan Church, Winnipeg Downtown Store Manager. Names of the club's charter members will appear in the January issue of Contacts.



The Master Salesman Club gold lapel pin or brooch design.



Alfred Eason

Alfred Eason Lauded for Customer Service

Service Building parcel delivery driver Alfred Eason was awarded the Division-wide driver-of-the-month prize for displaying outstanding service to customers on his downtown Winnipeg route. A customer praised Mr. Eason for being most courteous, reliable, and considerate. Alfred Eason has an 11-year safe driving record and his interests include golf, fishing, and stamp collecting.



NEW PRESIDENT: Fort Francis Store Manager Joe Johannesson was elected president of the Chamber of Commerce at the organization's annual meeting held November 25.



CHRISTMAS SHOP: A new Christmas gift shop for men, "To Her From Him," opened this month on the main floor of the Winnipeg downtown store. Assisting John Stewart select presents are Nell Earl, left, and Karen Ball.



Eaton Chartered Hawaiian Flight Wings To Warm Pacific Feb. 21

Seats are still available on the return 2-week Eaton Chartered flight from Winnipeg to Hawaii February 21 - March 7.

The price per person of \$395 includes the return air fare by Western Pacific 707 Boeing Jet, the traditional Aloha Lei greeting, 14 nights in luxurious hotels, and several tours. All hotel rooms are double occupancy.

Only applications from Manitoba are being accepted. Air charter regulations restrict passengers to the province where the charter flight departs.

A \$45 deposit to reserve your seat and accommodation is required

Western Division Appointments

WINNIPEG

Mr. B. Gray, Work Study Supervisor
Mrs. I. Enns, Key Punch Supervisor
Mrs. T. J. Carrie, Accounting Department Supervisor
Mr. D. J. Wilson, Staff Cafeteria Supervisor

Forty-four Drivers Complete Defensive Driving Course

The Greater Winnipeg Safety Council defensive driving course has been completed by 44 Eaton drivers.

They include H. B. Cline, Able Falk, J. Fortune, Albert Frohwerk, Clifford Fry, Craig Robertson, E. Sheidow, Kenneth Swaffer, John Sysa, Henry Toews, Gordon Watters, L. Wusaty, Frank Zacharias, William Berezuk, Andrew Black, Henri Bohemier, Allan Coote, Darryl Deschamps, Fred Douglas, Alfred Eason, Otto Eiler, George Glanfield, Bernard Gall, Martin Gunn, Harold Hnatiuk, Cyril Horsfall, Alexander Inglis, Lorne Jackson, Walter Janzen, Ben Koskey, James Lyons, Norman Mackie, John March, Peter Petrushak, Arthur Robinson, Bob Rowden, Bob Swaffer, Don Swaffer, Ronald Swaffer, Albert Vander Ploeg, W. M. Waddell, Clifford Waygood, Ronald Wilson and Kenneth Young.

by December 31 and the balance. January 17. The Staff Relations Department, Winnipeg Downtown Store, are handling the arrangements.

SERVICE ANNIVERSARIES

40 YEARS



Mr. G. Graham,
Furniture Assembly
and Inspection,
January 14.

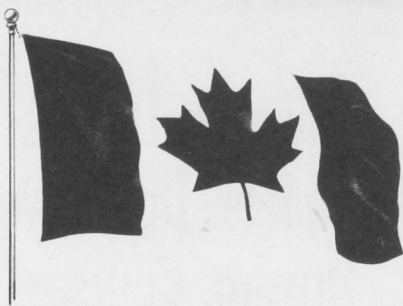
25 YEARS



Mr. A. Dengl, Ser-
vice Building Order
Filling, January 24.

During January one man will celebrate 40 years and two women and two men will celebrate 25 years.

In addition to those in the photographs are: Miss Ivy D. Stevens, Order Filling, January 12; Mrs. Esther Gilbertson, PNC Accounting and Control, January 3; and Mr. Darrel C. Willey, Radio & T.V. Repair, January 31.



CANADA

LAND OF PROMISE

From the beginning Canada welcomed new people to her shores. They came from almost every part of the globe and brought with them little else than their skills, cultures, and dreams. Wherever they settled, these new people left their stamp on the land. Timothy Eaton was such a newcomer. He found Canada relatively free of the restrictions and limitations of his homeland in Northern Ireland. In the new, challenging land he prospered. With tremendous courage and foresight coupled with his stalwart business convictions, Timothy Eaton founded a great enterprise. As Eaton's nears its Centennial Year, we can take pride in the rich heritage left by the Company's founder . . . and look forward to greater achievements in the second century.



A CENTURY OF SERVICE TO CANADIAN SHOPPERS

